

AUG13/12 12.0

PROGRAM : TODAY SHOW  
CON COM1: TODAY SHOW

REP HEADLINE# 6274355  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG13/12 12.0  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$650.00	8/20	8/21	2		M-TU	2
6			900A-1000A PROGRAM : TODAY SHOW2 CON COM1: TODAY SHOW2	30		\$650.00	8/15	8/17	3		W-F	3
7			1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$275.00	8/15	8/17	3		W-F	3
8			1200N-100P PROGRAM : TODAY SHOW3 CON COM1: TODAY SHOW3	30		\$275.00	8/20	8/21	2		M-TU	2
9			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	8/15	8/17	3		W-F	3
10			100P-200P PROGRAM : DAYS OF OUR LIVES CON COM1: DAYS OF OUR LIVES	30		\$425.00	8/20	8/21	2		M-TU	2
11			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	8/20	8/21	2		M-TU	2
12			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/15	8/17	3		W-F	3
13			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$650.00	8/20	8/21	2		M-TU	2

REP HEADLINE# 6274955  
 \*\*\* ORIGINAL REV#0 \*\*\*

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			500P-530P PROGRAM : NEWS AT 5P CON COM1: NEWS AT 5P	30		\$850.00	8/20	8/21	4		M-TU	4
15			500P-530P PROGRAM : NEWS AT 5P CON COM1: NEWS AT 5P	30		\$850.00	8/15	8/17	6		W-F	6
16			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$850.00	8/20	8/21	4		M-TU	4
17			530P-600P PROGRAM : NEWS 530P CON COM1: NEWS 530P	30		\$850.00	8/15	8/17	6		W-F	6
18			600P-630P PROGRAM : NEWS AT 6P CON COM1: NEWS AT 6P	30		\$2,000.00	8/20	8/21	4		M-TU	4
19			600P-630P PROGRAM : NEWS AT 6P CON COM1: NEWS AT 6P	30		\$2,000.00	8/15	8/17	6		W-F	6
20			700P-730P PROGRAM : NEWS CON COM1: NEWS	30		\$2,000.00	8/20	8/21	2		M-TU	2
21			700P-730P PROGRAM : NEWS CON COM1: NEWS	30		\$2,000.00	8/15	8/17	3		W-F	3
22			1100P-1130P PROGRAM : NEWS AT 11P CON COM1: NEWS AT 11P	30		\$1,800.00	8/15	8/17	3		W-F	3

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23			1100P-1130P PROGRAM : NEWS AT 11P CON COM1: NEWS AT 11P	30		\$1,800.00	8/20	8/21	2		M-TU	2
24			1130A-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$800.00	8/15	8/17	3		W-F	3
25			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30		\$800.00	8/20	8/21	2		M-TU	2
26			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$6,500.00	8/17	8/17	1		FRI	1
27			600P-630P PROGRAM : NEWS 6 SAT CON COM1: NEWS 6 SAT	30		\$800.00	8/18	8/18	1		SAT	1
28			630P-700P PROGRAM : NEWS 630 SAT CON COM1: NEWS 630 SAT	30		\$3,000.00	8/18	8/18	1		SAT	1
29			700P-730P <i>8p</i> PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	8/18	8/18	1		<u>SAT</u>	1
30			1100P-1130P PROGRAM : NEWS AT 11P CON COM1: NEWS AT 11P	30		\$1,800.00	8/18	8/18	1		SAT	1
31			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$700.00	8/19	8/19	1		SUN	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32			900A-1000A	30		\$475.00	8/19	8/19	1		SUN	1
PROGRAM : SUN-AM												
CON COM1: SUN AM												
33			1000A-1100A	30		\$2,800.00	8/19	8/19	1		SUN	1
PROGRAM : MEET PRESS												
CON COM1: MEET PRESS												
34			600P-630P	30		\$900.00	8/19	8/19	2		SUN	2
PROGRAM : NEWS 6P												
CON COM1: NEWS 6P												
35			1100P-1130P	30		\$1,800.00	8/19	8/19	1		SUN	1
PROGRAM : NEWS												
CON COM1: NEWS												
AUG/12 109775.00												CONTRACT TOTAL 109775.00
												TOTAL SPOTS 93

MARKET TOTALS \$488,185 WFLA 22% WFTS 23% WTSP 14% WTVT 30% WFOG 2% WTTA 1% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- AUG/12  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 717 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	109775	Campaign Ref:	E:120813072
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	08/13/12 to 08/26/12	Weeks:	2	Order Ref:	06274955
Est./PO Number:	06274955	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	{L} Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
1	M-F 6a News ..WTF..	03	850	30 Comme	Nbr of Spots 3		3	2550
2	M-F 6a News MT.....	03	850	30 Comme	Nbr of Spots 2		2	1700
3	M-F 7a Today Show MT.....	02	1400	30 Comme	Nbr of Spots 4		4	5600
4	M-F 7a Today Show ..WTF..	02	1400	30 Comme	Nbr of Spots 6		6	8400
5	M-F 9a Today Show II MT.....	03	650	30 Comme	Nbr of Spots 2		2	1300
6	M-F 9a Today Show II ..WTF..	03	650	30 Comme	Nbr of Spots 3		3	1950
7	M-F 12p Today Show III ..WTF..	02	275	30 Comme	Nbr of Spots 3		3	825
8	M-F 12p Today Show III MT.....	02	275	30 Comme	Nbr of Spots 2		2	550
9	M-F 1p Days Of Our Lives	03	425	30 Comme	Nbr of Spots 3		3	1275
Weekly Totals: Total Spots(Ord Spots)					59	34	93	

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<b>Est./PO Number:</b> 06274955	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
10	M-F 1p Days Of Our Lives MT.....	03	425	30 Comme	Nbr of Spots	2	2	850
11	M-F 3p Doctors MT.....	04	425	30 Comme	Nbr of Spots	2	2	850
12	M-F 4p Dr Oz ..WTF..	03	650	30 Comme	Nbr of Spots	3	3	1950
13	M-F 4p Dr Oz MT.....	03	650	30 Comme	Nbr of Spots	2	2	1300
14	M-F 5p News MT.....	04	850	30 Comme	Nbr of Spots	4	4	3400
15	M-F 5p News ..WTF..	04	850	30 Comme	Nbr of Spots	6	6	5100
16	M-F 530p News MT.....	04	850	30 Comme	Nbr of Spots	4	4	3400
17	M-F 530p News ..WTF..	04	850	30 Comme	Nbr of Spots	6	6	5100
18	M-F 6p News MT.....	02	2000	30 Comme	Nbr of Spots	4	4	8000
19	M-F 6p News ..WTF..	02	2000	30 Comme	Nbr of Spots	6	6	12000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					59	34	93	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
20	M-F 7p News MT.....	01	2000	30 Comme	Nbr of Spots	2	2	4000
21	M-F 7p News ..WTF..	01	2000	30 Comme	Nbr of Spots	3	3	6000
22	M-Su 11p News ..WTF..	02	1800	30 Comme	Nbr of Spots	3	3	5400
23	M-Su 11p News MT.....	02	1800	30 Comme	Nbr of Spots	2	2	3600
24	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	800	30 Comme	Nbr of Spots	3	3	2400
25	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	800	30 Comme	Nbr of Spots	2	2	1600
26	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	02	6500	30 Comme	Nbr of Spots	1	1	6500
27	Sat 6p News .....S.	03	800	30 Comme	Nbr of Spots	1	1	800
28	Sat 630p ET / 530p CT NBC Nightly News .....S.	01	3000	30 Comme	Nbr of Spots	1	1	3000
29	Sat 7p Entertainment Tonight	02	1000	30	Nbr of Spots	1	1	1000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					59	34	93	



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Est./PO Number: 06274955	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
30	M-Su 11p News .....S	02	1800	30 Comme	Nbr of Spots	1	1	1800
31	Sun 8a Today Show .....S	02	700	30 Comme	Nbr of Spots	1	1	700
32	Sun 9a News .....S	02	475	30 Comme	Nbr of Spots	1	1	475
33	Sun 10a Meet The Press .....S	01	2800	30 Comme	Nbr of Spots	1	1	2800
34	Sun 6p News .....S	02	900	30 Comme	Nbr of Spots	2	2	1800
35	M-Su 11p News .....S	02	1800	30 Comme	Nbr of Spots	1	1	1800
<b>Weekly Totals:</b>					59	34	93	

Grand Totals			
	08/13	08/20	
Totals	93	59	34
Spots	93	59	34
Cost	109775	73625	36150

Grand Totals: Spots: 93 Gross Total: 109,775.00

Commission:	16,466.25
Net Total:	93,308.75

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:**

WFLA - Tampa

**Date:**

6/29/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the Primary

election to be held on: \_\_\_\_\_

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for June 30-August 24					

**Total Charges:** \*see schedules for June 30-August 24

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney for President, Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

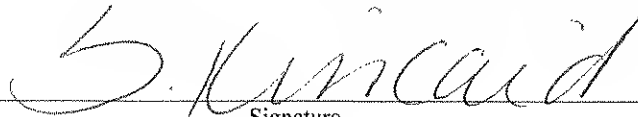
Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

***To Be Signed By Candidate or Authorized Committee***

6/29/12

Date



Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title